

Guide To Personal Social Posts



Suggested social post structure based on the 2021-22 Ad Council campaign to encourage flu vaccination, in collaboration with AMA & CDC.

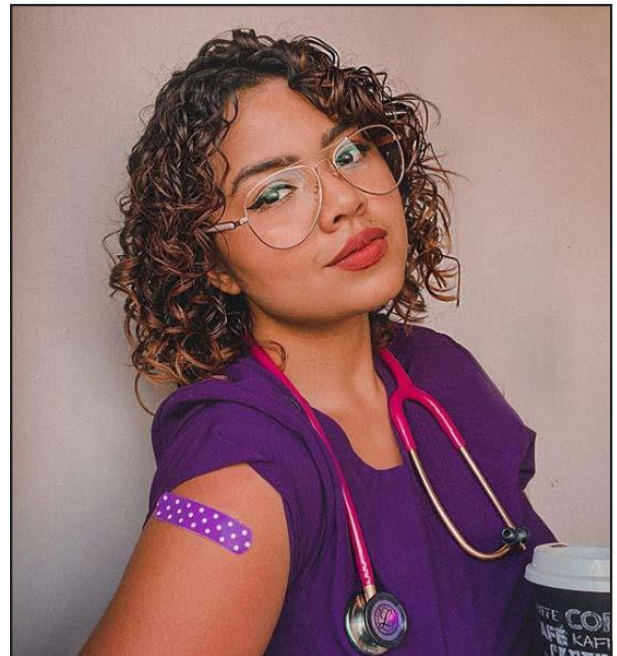
Your post on social media can help spread the word that no one should have to miss out on the important moments in life by getting sick with the flu. Instead of having a bad case of #FluFOMO (“Fear of Missing Out”), now is the time to get the flu shot. Each year flu causes millions of illnesses and hundreds of thousands of hospitalizations in the United States. This season, as schools and businesses reopen and physical distancing protocols loosen, protection against the flu is as important as ever. Now is the time to get our flu shots to protect ourselves, protect our communities, *and* to make sure we stay healthy so we can enjoy spending time with our friends and family.

The Ask

Inspire your followers to get their flu shot by getting your flu shot and posting a picture of yourself with a band-aid on your upper, outside bicep. In the caption, share why you’re getting your flu shot and remind people that now is the time to get their flu shot too. Encourage them to visit [GetMyFluShot.org](https://www.getmyflushot.org) for more information, including where they can get the flu shot in their area.

Things To Do

- ✓ Do include an image of you at home or in a parked car with a band-aid on your bicep.
- ✓ Do show a band-aid placed on your upper bicep, on the outside of your arm. We encourage you to pick a band-aid that is colorful and is clearly visible.
- ✓ Do share what you fear missing out on the most if you were to get sick with the flu. Share your #FluFOMO story.
- ✓ Do share why it’s important to you, and why you don’t have time for the flu.
- ✓ Include #NoTimeForFlu, #FluFOMO, and #FightFlu along with the URL: [GetMyFluShot.org](https://www.getmyflushot.org)
- ✓ For posts in Spanish also include #CombateLaInfluenza and the URL: [VacunateContraLaInfluenza.org](https://www.vacunatcontraalinfluenza.org)



elisainspo Stay healthy and happy — Este es un pequeño recordatorio para que aprovechen los últimos meses del año, con energía positiva y saludables - Get your Flu Shot/Vacúnate contra la influenza, si pueden hacerlo no lo duden, así se cuidan y a sus familias 💙 we don't have time to get sick!!! Como Med Student transmitirles este mensaje significa muchísimo! 🙏

Revisen la pagina [VacunateContraLaInfluenza.org](https://www.vacunatcontraalinfluenza.org) si quieren más información!
[#CombateLaInfluenza](#) [#SleeveUp](#)
[#NoTimeForFlu](#) [#PSA](#) [#sponsored](#)
[@notimeforflu](#)

Things To Avoid

- Don't show yourself in public spaces without wearing a mask.
- Avoid photographing other people in the post. It should just be you.
- Don't include brand logos.